



WESTWOOD  
VILLAGE

# ANNUAL REPORT 2022



# Table of Contents

Executive Director Summary	2
Business Improvement District	3
Operations	5
Marketing & Communications	8
Research & Advocacy	11
Transportation & Access	12
Leadership	13





# Executive Summary

Less than three months ago, I was asked to take on the Westwood Village Improvement Association's (WVIA) Executive Director role. I'm grateful to accept this opportunity that the Board of Directors, the WVIA team, business owners, and community members have entrusted me with. I look forward to leading the WVIA into its next phase as we reimagine Westwood Village and strengthen our position as a destination here in Los Angeles.

Undoubtedly, this is an exciting time to be in Westwood. With the passing of the Specific Plan Amendment Ordinance, we have significantly reduced barriers to entry for new businesses. The Village Plaza on Broxton Avenue is scheduled to be completed by the Spring of 2023 and will provide permanent open space for people to gather with live performances, activations, and community events that will attract visitors and students while strengthening the connection between residents and the Village.

Beginning early next year, the WVIA will launch a re-branding and place-making strategy to tell our story with intention to a much broader audience than ever before. We will promote a consistent and strategic message about why Westwood Village is a great place to dine, shop, play, and stay. This effort will reignite community morale and unite local business owners in support of the mission while promoting the brand to the Southern California region.

As we all continue to recover and rebuild following the challenges of the pandemic and economic uncertainty, the WVIA will assess, as an organization, where we have been and where we are now and determine where we want to see Westwood Village in the next five years.

This includes advocating for our partners in the City to expedite a new community plan process for Westwood Village because we believe creating a vibrant district is critical to our success. With the construction of the Metro Purple Line Extension and the LA28 Olympics on the horizon, there has never been a more important time to set the intentions for the future of the Village.

During this transformative and transitional time for our organization, we will continue to design and deliver programs and services to enhance and energize the Westwood Village business landscape. While the WVIA is determined to improve the economic vitality of our district, we will never lose sight of our core value of ensuring that our public space is clean, safe, and beautiful. Most of our funding is dedicated to that mission, and this work enables us to create a place that makes a positive impression on residents and visitors alike.

Finally, we would like to thank everyone who participated in the stakeholder interviews, meetings, and surveys conducted over the last several months. Your feedback is invaluable, and we appreciate your willingness to let us know your opinions. The input received will help our Board and staff identify key issues and needs as well as let us know where the District's strengths lie. None of this would be possible without your engagement and the incredible dedication of our WVIA Board of Directors. We thank you for your continued support and commitment as we continue to deliver on the promise of this great district.

## **Michael Russell**

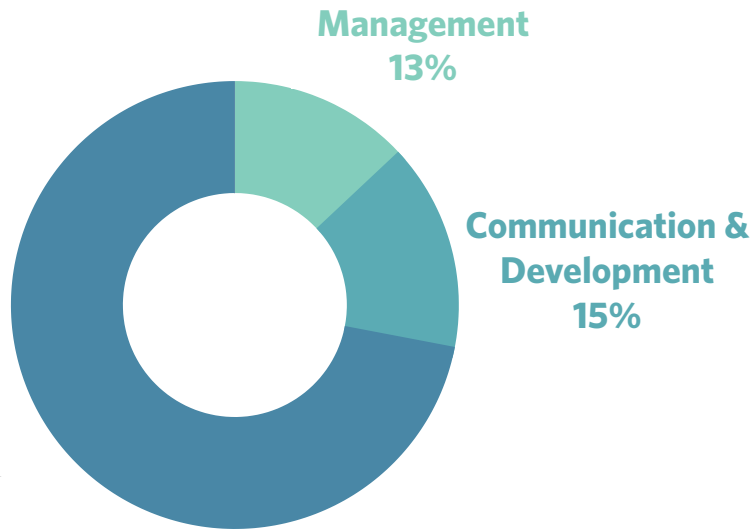
Executive Director

Westwood Village Improvement Association



# Business Improvement District

## Budget Allocation



The Westwood Village Improvement Association (WVIA) is a 501(c)3 non-profit organization with a mission to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs.

The Business Improvement District (BID) is a property-based assessment district, meaning owners of property pay assessments based on the size of their parcels, the square footage of their buildings, their street frontage, and also their zones.

## About Westwood Village

Westwood Village is a vibrant, unique community, centrally located in Los Angeles and serving Westwood, Bel Air, Brentwood, Beverly Hills, Westwood Hollywood, and Santa Monica.

This beautiful, pedestrian-friendly district enjoys significant foot traffic throughout the day and serves a local residential population of over 200,000 people living within a three-mile radius, plus thousands of people on the UCLA campus and working in Class A office buildings on Wilshire Boulevard.

20,000

Employees in Westwood Village

130,000

Daytime Population

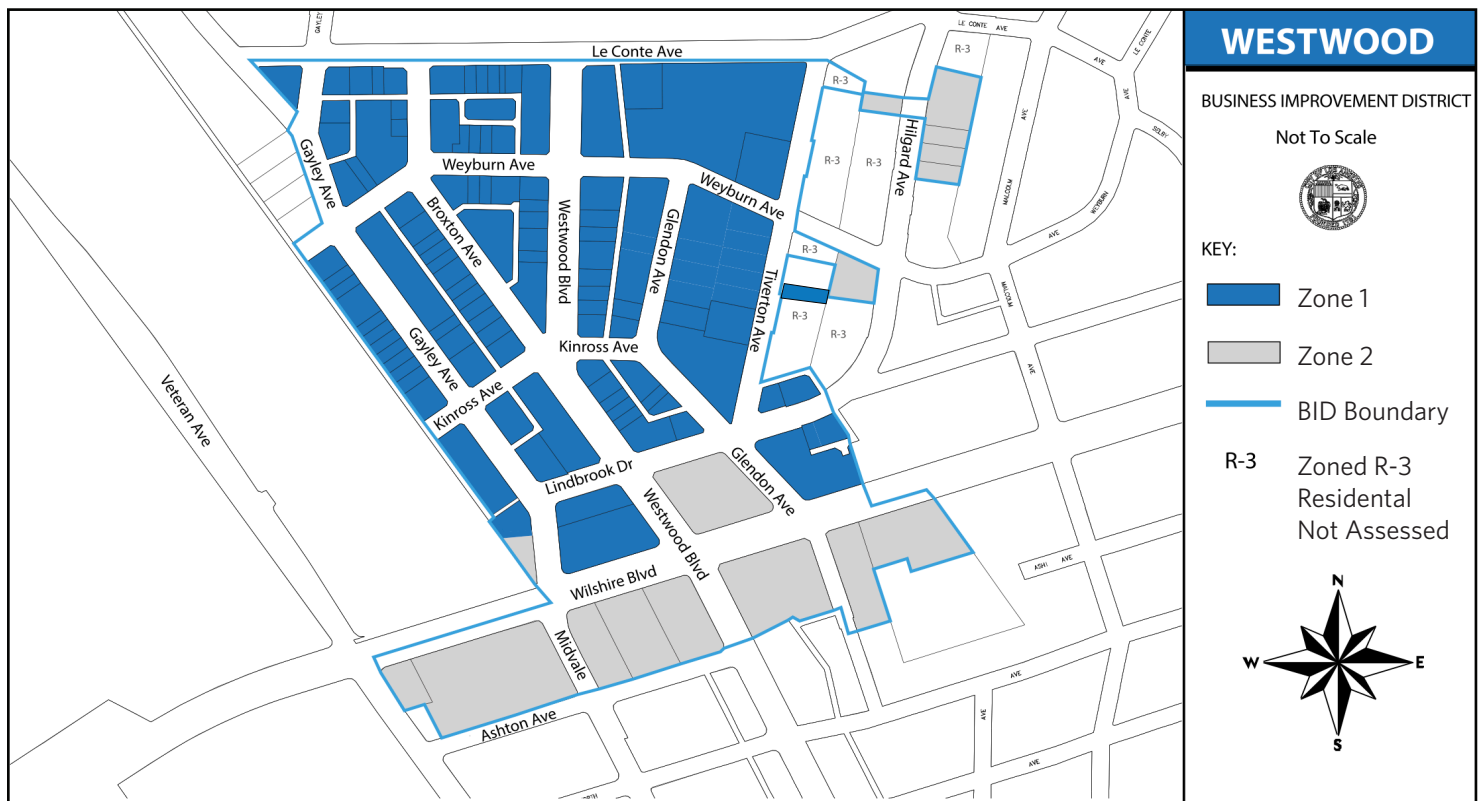
6M+

SF of Retail and Office Space





# District Zones



**Zone 1** primarily makes up Westwood Village and contains the higher concentration of retail uses in the district, the higher pedestrian counts, and the higher demand for clean and safe services.

**Zone 2** is primarily located on the Wilshire corridor and on Hilgard Avenue. Zone 2 is made up mainly of high-rise office buildings. It has the lower pedestrian traffic of the two zones.



# Operations

It is the mission of the WVIA to create, and maintain, a district that is clean, safe, and beautiful. To meet this goal, Ambassador teams are in the district seven days per week picking up trash, removing graffiti, pressure-washing sidewalks, and completing special projects. WVIA Ambassadors regularly engage with our merchant community and share their extensive knowledge of the district to assist Westwood visitors.

## Number of Ambassador Service Contacts



**36,581**

Hospitality &  
Parking Assistance



**20,297**

Assistance Requested  
Merchants



**41,048**

number of trash cans emptied

Our Clean Team helps maintain the cleanliness of Westwood Village. At a minimum, Ambassadors empty 92 trash cans on a daily basis.

**3,127**

graffiti, stickers, flyers removed

Graffiti, stickers, and flyers pollute the streets. The Ambassadors aim to remove them within 24-hours.

**4,29,6951**

sq ft of sidewalks pressure-washed

Clean sidewalks are important to the quality of life in Westwood Village. The Clean Team pressure-washes every area of sidewalk at least once per month. Some areas are cleaned more frequently.

**359**

hours of special projects

In addition to general cleaning tasks, the Ambassador teams complete special projects, including: painting and securing district infrastructure, assisting with WVIA events, cleaning out storm drains, tree watering, and tree well maintenance.

**14,107**

social outreach contacts

The WVIA team includes a dedicated outreach coordinator who works to connect our most vulnerable population to services and housing. In 2022 our team distributed numerous hygiene kits and food kits, help obtain identification for individuals.



## Clean, Safe, & Beautiful

Westwood Ambassador services are essential in our community. The WVIA Ambassador teams provide clean and safe services while taking every precaution to ensure the teams' safety, and the safety of our residents, workers, and visitors.



"We appreciate the Westwood Village Ambassadors, their presence, and the work they do with the unhoused population."

Jeni Pearsons, Geffen Playhouse

## Social Service Outreach

WVIA's clean and safe teams work daily to meet our standards, and our outreach efforts have connected many of our most vulnerable populations to life-changing services and some to permanent housing. Our work in this area has never been more important as the City of Los Angeles grapples with addressing this crisis.





## Additional Work in the District

Westwood Village is a popular destination visited by thousands daily. Keeping the district beautiful is a priority of the WVIA, and we take on projects that enhance the quality of life in our district. Maintaining a beautiful district includes lighting and trimming trees, maintaining the landscaping, and keeping our sidewalks clean.



## Tree Lights in the District

The WVIA maintains and operates 155 lit trees on Broxton Avenue, Gayley Avenue, and Westwood Boulevard. The lighting brightens and draws attention to our thriving commercial district, while improving public safety. Tree lights serve the WVIA's goal of creating a walkable and inviting public space. In September, the WVIA installed new overhead string lights on Broxton Ave.



## Annual Tree Trimming

In August 2022, the WVIA trimmed over 400 trees in the district.





# Marketing & Communications

WVIA communications tells the story of our district and we are dedicated to sharing our message with everyone who lives, works, or plays in Westwood Village. To accomplish this goal, the WVIA uses multiple mediums to engage our community.

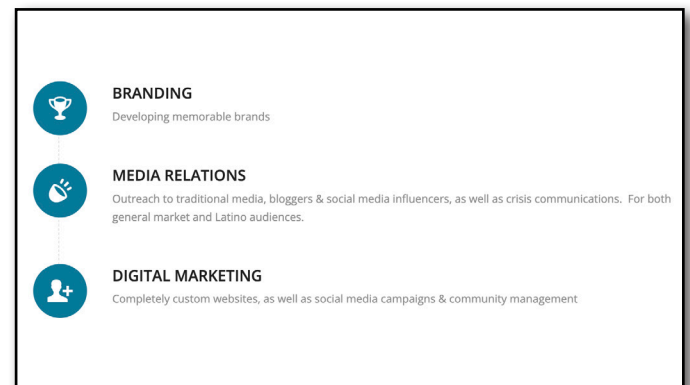
## Re-Branding Westwood Village

In October 2022, WVIA engaged Haines & Co. to create a new strategic marketing plan for Westwood Village and a common vision. A clear vision will identify an achievable story for the district and create a road map for delivery in the areas of design, leasing, programming, sponsorship and communication.

A story that will not only invite visitors, but inspire real transformation and attract more innovative offerings through creative tenant opportunities.

A proper combination of environment, programming, events, community awareness, tenant mix and retail offering will come together seamlessly to create a dynamic brand positioning that Westwood Village can achieve.

Importantly for Westwood Village, this will be an effort to build on strengths, leverage location and develop a vision for the future that is not only exciting, but achievable.

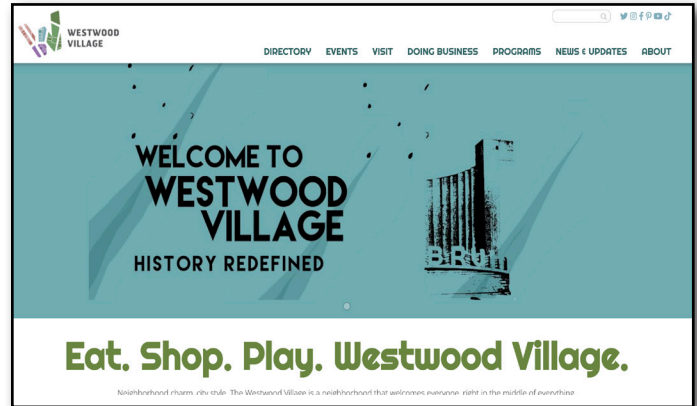


## Visual Re-Branding Westwood Village

As part of its marketing program, the WVIA did a small visual re-brand of the district by wrapping trash cans and utility boxes with vinyl cling with artwork that creates a sense of community and adds color to the streetscape. Additionally, the WVIA repaired and powder-coated 55 branded trash receptacles in the district.

## Website

Our website, [thewestwoodvillage.com](http://thewestwoodvillage.com), serves as the “front door” to our district. The website includes information about district businesses, events, parking, regulations, and WVIA meetings.



## Newsletter

The WVIA produces a regular e-newsletter to inform our stakeholders and visitors about what is happening in the district. Our publication features information about district businesses, promotions, events, and all other relevant district issues we believe will interest the community. The e-newsletter reaches nearly 2,000 Westwood stakeholders every month. To subscribe to our newsletter visit: [thewestwoodvillage.com/newsletter](http://thewestwoodvillage.com/newsletter).

## Social Media

The WVIA uses Facebook, Instagram, TikTok, and Twitter to build a dedicated audience of loyal followers who frequent the district. The WVIA's social platforms have grown organically through word of mouth and have become the best way to learn about happenings in the district, deals, promotions, and special events.

## Social Media

**13,400+** Instagram Followers  
**3,800+** Facebook Follower  
**2,900+** Twitter Followers





## Weekly Farmers' Market

The Westwood Village Farmers Market takes place every Thursday from noon to 5pm on Broxton Avenue between Kinross and Weyburn, and offers two hours free parking in the Broxton Avenue Structure (before 5pm). This valuable resource provides Westwood Village residents and visitors with access to fresh, healthy food choices while enjoying live musical performances, and community booths with family and student focused information.

The Market features over 40 vendors each week and offers local and organic fresh produce, baked goods, fruits and vegetables, honey, hummus, prepared foods, handmade artisanal items, clothing, craft goods, art, and more! Additionally, the market operator recovers approximately 200 unsold (but still delicious!) produce items and delivers them to food-insecure communities throughout Los Angeles County.

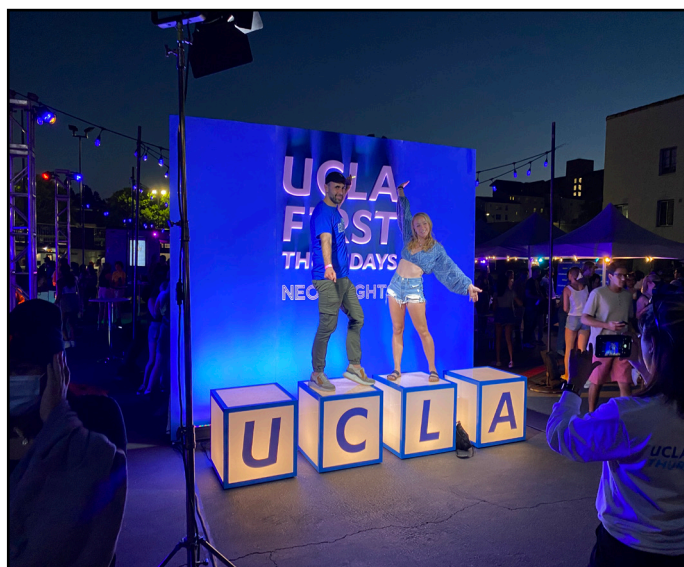
## UCLA First Thursdays

In April 2022, UCLA launched the First Thursdays event series. These monthly events take place every first Thursday of each month from 7pm to 10pm on Broxton Avenue.

The First Thursdays are split into day activities at the Westwood Village Farmers Market and themed neighborhood parties in the evenings. These events have become a must-attend in the community and attract students, local businesses, neighbors and visitors from across Los Angeles.

## Westwood Village UCLA Block Party

The 2022 UCLA Westwood Village Block Party was held on Sunday, September 18th from 5:00 pm to 9:00 pm on Broxton Avenue. The event attracts more than 15,000 people to the Westwood District. New students, neighbors, and local visitors who were treated to merchant giveaways, games, activities, student DJs and dancing.





# Research & Advocacy

## Westwood Village Specific Plan Amendment Ordinance

After years of work, the Westwood Village Specific Plan Amendment Ordinance was approved by the Los Angeles City Council on Friday, October 7, 2022. This Ordinance will help address the evolving retail landscape and changing consumer preferences by supporting a mix of uses that will reduce commercial vacancies in Westwood Village.

The passing of the Westwood Village Specific Plan Amendment Ordinance will help support local businesses by:

- Eliminating outdated definitions and restrictive ratios, particularly for food use
- Returning parking requirements to General Zoning Code
- Eliminating parking requirements for business change of use in spaces up to 15,000 square feet
- Providing for administrative approval of signage under the specific plan regulations
- Reduces barriers to entry for new businesses

## Candidate Forum

UCLA Candidate Forum was held at the Hammer Museum on September 28, 2022. The event was presented by UCLA and featured a lively discussion regarding some of the most pressing issues affecting residents and business owners in Westwood Village and surrounding areas.



Council District 5 & LA County Board of Supervisors Candidate Forum



The Westwood Village Improvement Association hosted a “Red Tape” cutting ceremony with Councilmember Paul Korez, WVIA Board Members and staff, stakeholders, and local business owners, on Thursday, October 13th. The ordinance (No. 187644) effective date is December 1, 2022.

## Village Plaza

The Village Plaza on Broxton Avenue will provide a permanent open space for people to gather with live entertainment, activations and community events. The Village Plaza hopes to draw visitors, while strengthening the link between the residents and the Village. The plaza is slated to open in Spring 2023.



Rendering Village Plaza

# Transportation & Access

Improving how people access our district is a priority. The WVIA has formed strategic partnerships with Metro, the Los Angeles Department of Transportation, Council District 5, the Mayor's Office, the LA County Board of Supervisors 3rd District, and the City Attorney's Office to meet our shared goals.

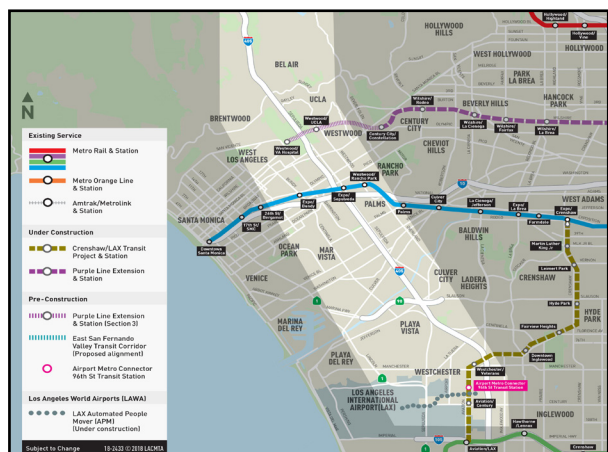
## Metro Micro

Metro Micro is an on-demand rideshare service, offering fast, safe and convenient options for quick trips around Westwood Village, UCLA, and VA Medical Center for just \$1. The service currently operates Monday through Friday from 9 am to 9 pm and uses small vehicles (seating up to 10 passengers). Metro Micro is part of Metro's family of services and has been designed hand-in-hand with their NextGen Bus Plan. Download the Metro Micro app today or visit [mico.metro.net](https://mico.metro.net) for more information and to get your first two rides free.



## Metro Purple Line Extension

The Metro Purple (D Line) Extension Transit Project will provide a high-capacity, high-speed and dependable alternative for commuters to travel between downtown Los Angeles, the Miracle Mile, Beverly Hills and Westwood. Construction of the Westwood/UCLA Station is 25% complete and slated to open in 2027, along with the Westwood/VA Hospital Station. Once decking is complete, most of the construction activities will continue underground. The WVIA is in close communication with Metro regarding the direct impacts to the Village during construction.



## Metro Sepulveda Transit Corridor

Metro released a scoping summary report earlier this year that provided information about feedback received from the public during the project's scoping period. Metro is currently analyzing public comments regarding the alternatives to connect the San Fernando Valley and the Westside as it prepares a Draft Environmental Impact Report (DEIR). The DEIR will document the results of the evaluation of alignments, station locations, and both monorail and heavy rail project alternatives to address the transportation needs of travelers who utilize the Sepulveda Pass and the I-405.



# Leadership

The WVIA Staff is responsible for executing the policies and direction of the Board of Directors, and carrying out the day-to-day management of the organization. The WVIA hosts regular Board and sub-Committee meetings to discuss issues impacting our district. Monthly Committee and Board Meetings are open to the public and provide a platform in which the public can voice their opinions and participate.

## WVIA Staff

**Michael Russell**  
Executive Director

**Megan Furey**  
Marketing &  
Communications Manager

**Michael Gonzalez**  
Ambassador Program  
Manager

## WVIA Board Members

**Chair**  
**Kevin Crummy**  
Douglas Emmett, LLC

**Vice-Chair**  
**Jennifer Poulakidas**  
UCLA

**Treasurer**  
**Peter Clinco**  
Skylight Gardens

**Dean Abell**  
Sarah Leonard Fine  
Jewelers

**Jessica Dabney**  
North American  
Realty

**John Heidt**  
Heidt Torres Co.

**Damien Hirsch**  
W Hotel Los Angeles-  
West Beverly Hills

**Patrick Nally**  
Tishman Speyer

**Bret Nielsen**  
Anderson Real  
Estate

**Dana Slatkin**  
Violet Bistro, Shop  
& Cooking School

**Josh Trifunovic**  
Gayley Family, LLC

**Bill Tucker**  
Tucker Investment  
Group

**Jeremy Wolf**  
Wolf Commerical

## Former Board Members

**Renée Fortier**  
UCLA

**Matt Lavin**  
Anderson Real Estate

